

Magazine: GO
Issue: 1/00/85

Total Pages: 176

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L+CAMEL # 538 pg:61-63	P4+1/4	COUPON: FREE PACK OR \$2 OFF CARTON.
		STERLING # 123 pg:77		
		SALEM+L # 459 pg:BC		

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$69,944

2040689409

Magazine: GQ

Issue: 2/00/85

Total Pages: 226

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SALEM L+100L # 236 pg:39		
		CAMEL L # 493 pg:63		
		VANTAGE+100 # 441 pg:91		
		WINSTON L # 201 pg:3C		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$77,052

2040689410

Magazine: GQ
Issue: 3/00/85

Total Pages: 340

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		WINSTON # 463 pg:111		
		CAMEL # 303 pg:122-123	SF	
		DUNHILL # 101 pg:172	1/2 PG	
		VANTAGE+100 # 441 pg:307		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$89,126

2040689411

Magazine: GQ
Issue: 4/00/85

Total Pages: 306

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		CAMEL		
		# 305 pg:20		

		SALEM+100		
		# 464 pg:30		

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$38,526

2040689412

Magazine: QQ

Issue: 5/00/85

Total Pages: 258

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

| VANTAGE
| \$ 446 pg12C-PG1

| SF

| WINSTON L
| \$ 205 pg153| CAMEL L
| \$ 548 pg112S| DUNHILL
| \$ 101 pg1134

| 1/2 PG

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$89,126

2040689413

Magazine: QD
Issue: 6/00/85

Total Pages: 264

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		SALEM L+100L		
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		# 248 pg:79		
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		CAMEL		
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		# 307 pg:143		
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		WINSTON		
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		# 472 pg:237		
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		VANTAGE		
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		# 445 pg:253		
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TOTAL CIGARETTE ADS = 4	TOTAL ADVERTISING =	\$77,052
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2040689414

Magazine: GQ
Issue: 7/00/85

Total Pages: 188

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		DUNHILL # 101 pg:28	1/2 PG	
		STERLING # 125 pg:40-41	SP	
		SALEM+L+UL # 473 pg:50-51	SP	
		CAMEL L # 560 pg:71		
		VANTAGE # 44B pg:80-81	SP+1/4	COUPON: \$1.50 OFF CARTON.

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$159,736

2040689415

Magazine: QQ
Issue: 8/00/85

Total Pages: 220

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		SALEM+100 # 464 pg:54		
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		CAMEL # 305 pg:79		
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		WINSTON L # 204 pg:101		
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		VANTAGE # 445 pg:191		
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		STERLING # 131 pg:BC		
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TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$101,202

2040689416

Magazine: CR
Issue: 9/00/85

Total Pages: 446

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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CAMEL L				
# 548 pg:12C				

DUNHILL			1/2 PG	
# 101 pg:114				

STERLING+M			18P	
# 138 pg:150-151				

SALEM L+100L				
# 248 pg:18C				

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$94,013

2040689417

Magazine: CG
Issue: 10/00/85

Total Pages: 344

PHILIP MORRIS ADS	MIN SER	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		VANTAGE # 449 pg178-79	SP	
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		STERLING # 142 pg1142-143	SP	
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		CAMEL L # 548 pg1323		
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TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$96,313

2040689418

Magazine: QR
Issue: 11/00/85

Total Pages: 312

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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DUNHILL

1/2 PG

104 pg:74

WINSTON

477 pg:153

SALEM+100

484 pg:169

CAMEL

323 pg:177

STERLING

147 pg:159

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$89,127

2040689419

Magazine: Q
Issue: 12/00/85

Total Pages: 312

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 477 pg:120		
		CAMEL L+CAMEL # 579 pg:166-69	SF+1/2	COUPON: \$1 OFF 2 PACKS OR CARTON
		SALEM+L # 481 pg:165		
		STERLING # 147 pg:173		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$121,959

2040689420